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PRESS RELEASE

PARK INN BY RADISSON TO OPEN IN BACOLOD, THE PHILIPPINES’ “CITY OF SMILES”



Park Inn® by Radisson, the colorful and contemporary upper midscale brand from Radisson Hotel Group™, has continued to expand its footprint in the Philippines with the signing of a brand-new hotel in Bacolod, the aptly nicknamed “City of Smiles”.

Scheduled to open in the third quarter of 2020, Park Inn by Radisson Bacolod is being developed by SM Hotels and Conventions Corp., an affiliate of SM Prime Holdings Inc, one of Southeast Asia’s largest integrated property developers. The hotel will be connected to the SM City Bacolod lifestyle mall, providing guests with instant access to extensive retail, F&B and entertainment facilities. Park Inn by Radisson Bacolod will also adjoin the vast SMX Convention Center, making it ideal for business travelers and MICE delegates.

This signing marks the latest collaboration between Radisson Hotel Group and SM Hotels and Conventions Corp. in the Philippines, following the successful launch of Park Inn by Radisson properties



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at SM Cities in Clark, North EDSA, Iloilo City and Davao City.

“The combination of SM’s world-class developments and Park Inn by Radisson’s modern hospitality is a perfect fit for the market. Our expansion strategy in the Philippines reflects the social and economic trends currently sweeping the country. By locating our hotels at landmark lifestyle malls and conference centers, we are providing international accommodation for the growing number of business and leisure travelers in key destinations all across the Philippines,” commented Katerina Giannouka, President, Asia Pacific, Radisson Hotel Group.

Park Inn by Radisson Bacolod will feature 153 contemporary rooms, all fully connected with free Wi-Fi. Corporate travelers can choose from two modern meeting rooms and enjoy professional services at the business center. The hotel will also feature a fitness center, an all-day dining restaurant and a lobby bar for family, friends and colleagues to unwind.

All stays will be underpinned by Park Inn by Radisson’s unique ‘Yes I Can!’ service philosophy, which is reflected in the positive attitude and professional approach the hotel’s staff, who are dedicated to creating memorable guest experiences.

“Bacolod City has always been a gem in the Philippines tourism known for its history, culinary legacy and genteel people. It has emerged as one of the most important and sought after leisure as well as conventions destinations in the Philippines. With its combination of comfort, connectivity and excellent service, Park Inn by Radisson will elevate the experience of visitors to Bacolod,” said Elizabeth Sy, President, SM Hotels and Conventions Corp..

The capital of Negros Occidental province in the central part of the Philippine archipelago, Bacolod is a major regional economic hub and home to more than 500,000 people. A famous friendly city that hosts a series of annual festivals, Bacolod has been nicknamed the “City of Smiles”.

Park Inn by Radisson Bacolod becomes the brand’s fifth hotel in the Philippines, following Park Inn by Radisson Clark, Park Inn by Radisson Davao, Park Inn by Radisson Iloilo and Park Inn by Radisson North EDSA in Metro Manila.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club CarlsonSM), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped meeting and event venues featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit www.radissonhotelgroup.com/media.

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ABOUT SM HOTELS AND CONVENTIONS CORPORATION

SM Hotels and Conventions Corporation (SMHCC) was established in April 2008 with the primary purpose of developing and managing the hotel and convention properties of SM Investments Corporation (SMIC). The approval of the Articles of Merger between SM Land, Inc. (SMLI) and SM Prime Holdings, Inc. (SMPHI) took effect last October 10, 2013. The Deed of Exchange resulted in SMHCC being 100% wholly owned by SMPHI.

SMHCC portfolio is comprised of six hotel properties with a combined inventory of 1,510 rooms and over 38,000 sq. m. of leasable convention space. The list of properties under SMHCC includes Taal Vista Hotel, Pico Sands Hotel, Conrad Manila, Radisson Blu Cebu, Park Inn by Radisson Davao, Park Inn by Radisson Clark and the SMX Convention Centers.



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